

Program: M.Com Part II Semester: II Program Code: 2120961
Course: Change Management Course Code: 59175
Duration: 2 Hours Examination Pattern: NEP - Autonomous - External Max. Marks: 50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:

REGULAR

Q. 1 Analyse the case and answer the questions that follow [10]

Tata Motors initiated a major digital transformation program to modernize its manufacturing and customer service operations. The company adopted Industry 4.0 technologies such as automation, AI-based quality checks, and ERP systems.

However, employees resisted the change due to:

- Fear of job loss
- Lack of technical skills
- Comfort with traditional systems

Management introduced training programs, communication meetings, and performance incentives to manage resistance. Gradually, the company improved productivity and reduced operational costs.

- a) Identify the type of Change introduced in this case. 03
- b) Analyse the major source of resistance to change.. 03
- c) Explain the strategies to overcome resistance to change.. 04

Q. 2 Attempt the following (Any One). [10]

A. Define Change Management. Explain the force and causes of change

OR

B. Distinction between First Order and Second Order Change.

Q. 3 Attempt the following (Any One). [10]

A. Elucidate the leadership issues in change management.

OR

B. Suggest importance and limitations of Team Change.

Q. 4 Attempt the following (Any One).

[10]

A. What is organisational change? Suggest its process.

OR

B. Enumerate the need for Organisational Development intervention.

Q. 5 Attempt the following (Any One).

[10]

A. Explain the skills required for communicating change.

OR

B. Enumerate the change strategies.

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